

Message Text

UNCLASSIFIED

PAGE 01 BOGOTA 08039 241504Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----096138 241549Z /42

P 232154Z AUG 78
FM AMEMBASSY BOGOTA
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9715
AMEMBASSY CARACAS
AMEMBASSY QUITO
AMCONSUL GUAYAQUIL

UNCLAS BOGOTA 8039

FOR ITA/SAD FROM THOMAS JACKA, MISSION COORDINATOR USDOC

E.O. 11652: NA
TAGS: BEXP, CO
SUBJECT: U.S. CONCRETE CONSTRUCTION SEMINAR AUG 78 WRAP-UP

1. SUMMARY.

SUBJECT MISSION CONCLUDES ITS FIVE-DAY VISIT TO BOGOTA AND NINETEEN-DAY VISIT TO THE ANDEAN REGION. MISSION DISBANDS AUG 24 FOLLOWING AUG 23 WRAP-UP INTERVIEWS AS OF NOON, AUG. 22, TOTAL FIGURES FOR ALL FIVE STOPS WERE U.S. DOLLARS 3,810,000 IN IMMEDIATE SALES AND 13,700,000 IN TWELVE MONTH PROJECTED SALES. FIGURES AS REPORTED BY MISSION INTERVIEWS AND COMPLETION FORMS ITA-411 P. TOTAL REGISTERED ATTENDANCE BY LOCAL CONSTRUCTORS AND ENGINEERS AT PRESENTATIONS WAS 978. END SUMMARY.

2. MISSION PROGRAM PRESENTATIONS MONDAY WERE THE BEST TO DATE.

MONDAY EVENING RECEPTION ATTENDED BY AMBASSADOR ASECIO AND COMMERCIAL STAFF. RECEPTION BEST TO DATE, WITH VERY INFLUENTIAL COLOMBIAN CONSTRUCTORS ATTENDING. INITIAL BUSINESS DISCUSSIONS BEGUN IN EARNEST AT RECEPTION, AND ARE CONTINUING TUESDAY AND WEDNESDAY. MISSION MEMBERS
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 08039 241504Z

UNANIMOUS IN BELIEF THAT BOGOTA THE BEST STOP, THROUGH COMPETITION FROM OTHER POSTS INTENSE.

3. INDICATION OF MISSION'S SUCCESS WAS STATEMENT IN WRITING BY ALL, REPEAT ALL, MEMBERS THAT THEIR COMPANIES WOULD PARTICIPATE IN A SECOND SEMINAR MISSION TO SOUTH AMERICA.

4. ITA-411P AGGREGATE RESULTS FROM ALL NINE MISSION MEMBERS FOR FIVE STOPS ARE AS FOLLOWS (AS OF NOON, AUG. 22):
A. IMMEDIATE SALES: 2,300,000 DOLLARS, NEW TO MARKET; 1,510,000 DOLLARS, OLD TO MARKET.
B. PROJECTED 12-MONTH SALES: 8,000,000 DOLLARS, NEW TO MARKET; 5,700,000 DOLLARS, OLD TO MARKET.
C. SALES REPS: THREEE SIGNED, TWO EXPECTED.
D. LICENSE/JOINT VENTURES: FIVE SIGNED, FIVE EXPECTED.
E. FIRST OBJECTIVE ACHIEVEMENT: SIX YES, ONE O, TWO PARTIAL.
NO ANSWER HAD IMMEDIATE SALES AS FIRST OBJECTIVE.

5. MISSION WRAP-UP SESSION COMMENTS INCLUDED (1) HIGH PRAISE FOR USDOC SUPPORT OF TOTAL MISSION AND STAFF EFFORT IN BOGOTA AND QUITO, (WL STRONG ENDORCEMENT OF SEMINAR METHOD AS EXCELLENTE VEHICLE FOR INITIATING CONTACTS AND PUBLICITY, (3) PUBLICITY, APPOINTMENTS, AND PRESENTATIONS WERE ALL EXCELLENT, (4) THE COOPERATION OF LOCAL CHAMBERS OF COMMERCE AND CONSTRUCTION WAS MASTER STROKE IN GUARANTEEING RECORD TURN-OUT.

6. IN SUMM, MISSION VISIT TO BOGOTA WAS OUTSTANDING CULMINATION TO NINETEEN DAY, THREE-COUNTRY EVENT. MUCH UNQUALIFIED PRAISE EXPRESSED FOR OFFICERS' WEINTRAUB AND RIOS SUPPORT, AS WELL AS BATEMAN AND CORTES IN QUITO. MEMBERS WERE TRULY A CLOSE WORKING AND EFFECTIVE TEAM. THEIR ENTHUSIASM AND COMMITMENT
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BOGOTA 08039 241504Z

TO A SECOND MISSION IN ARGENTINA, CHILE, AND BRAZIL SHOULD BE EXPLOITED BY USDOC/SAD.

7. JACKA RETURNS WASHINGTON OFFICE TUESDAY AUG 29. PREPARED FOR AM SAD DE-BRIEFING.
ASENCIO

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BOGOTA08039
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780346-1068
Format: TEL
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780830/aaaaayog.tel
Line Count: 100
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 4f22a45c-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1640085
Secure: OPEN
Status: NATIVE
Subject: U.S. CONCRETE CONSTRUCTION SEMINAR AUG 78 WRAP-UP
TAGS: BEXP, CO
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/4f22a45c-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014